



777 Woodward Ave., Suite 800 | Detroit, MI | 48226

Request for Proposal

Detroit Regional Chamber Foundation
MichAuto High Tech Talent Initiative

Objective: You Drive the Future Website

Prepared: December 2024

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1.0 Schedule of Events

1.1	RFP Release Date	Jan. 6, 2025
1.2	Q&A Process	Jan. 6-31, 2025
1.3	Deadline for Receipt of Written Inquiries	Feb. 21, 2025
1.4	Written Responses Distributed	Feb. 28, 2025
1.5	Proposal Due Date	March 31, 2025
1.6	Evaluation Period	April 2025
1.7	Anticipated Contract Award	April 2025

2.0 General Information

2.1 Purpose: The Detroit Regional Chamber Foundation is seeking proposals to fulfill the requirements of MichAuto's High Tech Talent (HTT) Initiative as outlined in this request for proposal (RFP). This RFP is for **Objective: You Drive the Future website**. The comprehensive website should focus on information, resources, and engagement opportunities for the identified target audience across the State of Michigan and help to position the mobility industry as a high-tech, high potential industry to college students and young professionals, and change perceptions of careers in this field.

2.2 Background: MichAuto, a program of the Detroit Regional Chamber Foundation, is the state's only automotive and mobility association with a mission to promote, retain, and grow Michigan's signature industry. It provides a platform for industry leaders and stakeholders to engage in advocacy, discuss industry priorities, attract and retain high-tech talent, and create an innovation-forward environment to support next-generation mobility developments.

In Michigan, approximately one in five jobs are tied to the automotive industry. Unfortunately, MichAuto's 2023 Perception Study found that only 10 percent of youth in the state are interested in mobility careers. This is coupled with the fact that the mobility industry and other key industries in Michigan are going through a transformational change and many positions in the future require new skill sets, degrees, and training than the current workforce employs. There is also heightened competition for these employees as the mobility industry and tech companies implement more and more technical components that are more traditionally thought of within other industries (computer software, consumer goods, etc.). Therefore, MichAuto launched the HTT Initiative that will assist industry and industry stakeholders in building a foundation of Michigan's current

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HTT landscape and roadmaps to driving Michigan into a leadership position in this critical space.

The HTT Initiative will focus on those high-skill, high-demand roles and will define our success through that lens. We feel that the focus on HTT will benefit the initiative and allow other concurrent initiatives to carve out similar focused scopes around other key talent needs within the industry.

A project of the HTT Initiative is the You Drive the Future campaign, a social media campaign designed to generate and inspire the next generation (Gen Z) to pursue careers in Michigan's mobility, high-tech, and energy sectors, and address the perception and talent gap in Michigan.

You Drive utilized the "influencer model" to share authentic stories of young professionals who are passionate about their careers in the high-tech automotive and mobility industry and are from the state of Michigan. Influencers are given some video assignments to shoot with their phone, such as "a day in the life" or a video of them talking about why they love living and working in mobility in Michigan.

The next phase of this project is to take the momentum it has gained from social media to other areas of activation, such as online (web) and in-person events, and to create more opportunities for engagement.

2.3 Contract Term: The contract resulting from this RFP will commence upon execution of an agreement and will complete based upon the terms of a mutually agreed upon timeline.

2.4 Method of Payment: Specific deliverables. All invoices for payment should be submitted to:

Detroit Regional Chamber Foundation - MichAuto
Attn: Drew Coleman
777 Woodward Ave., Suite 800
Detroit, MI 48226

OR

dcoleman@michauto.org

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2.5 Written Inquiries: Written inquiries can also be sent via e-mail to dcoleman@michauto.org by the date specified in section 1.0. All written inquiries and their responses will be made available to all bidders upon their request.

3.0 Technical Specifications

3.1 Scope of Work:

3.1.1. Website Design

- Website contractor for You Drive the Future will be responsible for creating a new, comprehensive website for the brand, along with achieving ten key outcomes:
 1. Develop a visually appealing website that caters to key audiences (developed by MichAuto team) while also providing a professional, mobile-friendly interface. The website should highlight You Drive's pillars (Unique Paths, Tech and Innovation, and Life in Michigan), which should feature top-performing content, links to social media platforms, and more. Furthermore, the website should include a tab about how to become part of You Drive's campaign by providing resources such as connecting with Core Creators, blog or press information, and finding opportunities such as joining Google Code Next: Detroit.
 2. Highlight You Drive the Future creators by developing bio pages that are engaging and visually appealing that highlight their career and educational journeys (interactive maps), social media profile icons/links that provide a way for users to connect with creators, and add a content roll for all of the content each creator has contributed to You Drive the Future, showcasing their unique contributions.
 3. Interactive maps for creator profiles should be accessible and easy to use in the admin so the You Drive team can make frequent edits and add/remove creators as needed.
 4. Provide a clear hierarchy of pages, posts, and engagement opportunities that allow visitors to quickly navigate You Drive content.
 5. Develop a way for social media feeds (TikTok and Instagram) to display in real-time on the website's homepage, providing users with the option to follow the accounts and view the latest content in a fresh, dynamic way.

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6. Include a plugin or functionality that allows users to submit resume files to the You Drive team to connect them with the Detroit Region's top employers.
7. Provide ideas and developments to "gamify" the You Drive website.
8. Develop an easy-to-use blog interface that allows multiple Chamber/MichAuto team members to create various types of content.
9. Maximize search engine optimization (SEO).
10. Create ongoing list of maintenance and recommend monthly spend to maintain the website, including plugins. This budget will cover costs for general upkeep, new developments, and plugin management.

3.2 Technology Specifications: The website must:

1. Be built on the WordPress content management system.
2. Be compatible with all current and supported versions of Chrome, Safari, Firefox, and Edge.
3. Be responsive on all devices including desktop, tablet, and mobile.
4. Be ADA compliant and accessible to users with various disabilities.
5. Allow for the You Drive team to make edits to templates (back end) and add plugins and add-ons as necessary. If plugins are added in the development of the You Drive website, vendor must document all plugins and their use so the MichAuto team has an understanding of what is used and why.
6. The website must connect to You Drive the Future's existing Google Analytics and Google Search Console accounts via the Detroit Regional Chamber's parent account.

3.3 Project Management: Describe how the bidder will monitor timetables and deliverables or measurable standards for completion specified in the RFP.

4.0 Deliverables

The basic deliverables for the project include:

1. Proposed wireframes for all page and post templates
2. Proposed sitemap (with input from MichAuto team)
3. Beta version of the website (to be tested by users)
4. Final website with content transferred from existing You Drive website

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5. Transfer/add You Drive website to the Detroit Regional Chamber's existing WP Engine account
6. Cost estimates for ongoing maintenance

5.0 Vendor Information

- 5.1 **Mandatory Requirements:** The bidder must be a Chamber member in good standing or be willing to join the Chamber upon receiving notice of project award.
- 5.2 **Vendor Organization:** Describe your organizational structure and explain how your organization qualifies to be responsive to the requirements of this RFP.
- 5.3 **Key Staff Qualification and Experience:** Describe the qualifications and experience providing similar services or goods as required in this RFP for key staff who will be assigned to this project including the percentage of their time allocated to the project.
- 5.4 **References:** The bidder shall provide a minimum of three trade references including the names of persons who may be contacted, position of person, addresses, and phone numbers where similar products or services similar in scope to the requirements of the RFP have been provided.
- 5.5 **Diversity:** Chamber is interested in proposals from diverse suppliers, including small businesses and those owned by minorities, women, veterans and other underrepresented groups. The bidder shall self-identify if they qualify as a diverse business.

6.0 Proposal Response Format

- 6.1 **General:** One (1) electronic copy of the proposal must be submitted by the due date listed in section 1.0 to the email and/or address from section 2.5 above. The proposal must be submitted in the following fashion. If the proposal is not submitted in the required format, the proposal will not be considered.
- 6.2 **Technical Response:** Proposals must respond to the RFP requirements in sections 3.0 and 4.0 of the RFP requirements by restating the number and text of the requirements in sequence and writing the response immediately after the requirement statement.

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6.3 Cost Proposal: This should contain all costs that would be billed to the HTT initiative. If the method of payment in section 2.4 of the RFP is upon specific deliverables, detail out the costs for each item within the scope of work from section 3.1 of your technical response.

7.0 Method of Evaluation and Award

7.1 Evaluation Criteria: Detroit Regional Chamber and MichAuto staff will serve as the final evaluation team to review and select the proposal. The criteria listed below

Evaluation Criteria	Points
4.1 Mandatory Requirements	Pass or Fail
3.0 Technical Specifications	40
4.0 Vendor Information	20
4.5 Diversity	5
5.3 Cost Proposal	35
Maximum Total Points	100

7.2 Discussions and Best and Final Offers: The Chamber may, at its sole option, either accept an initial proposal by award of a contract or enter into discussions with bidder(s) whose proposals are deemed to be reasonably acceptable of being considered for award. After discussions are concluded a bidder may be allowed to submit a "best and final offer."